

RJ Reynolds

Tobacco Company

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To: Albany Division Retail Representatives

Re: September Doral Price Check Jackpot

This promotion is quickly coming up I want to insure that all of you have a clear understanding of the promotion and what our expectations are for the Retail Rep organization.

Your POS kits are set to arrive the week of 8/17 and the retailers DSD kits the week of 8/24. This is only a one month program so it is imperative that we begin advising the retailer of the forthcoming DSD kits to at least get some participation from them in placing them.

The key to the Doral Price Check Jackpot Promotion is pricing. It is critical that that our Doral price match or is below GPC and Basic so the customer discovers that Doral is priced as low as these brands. If this is not the case then you must contact the Category Advisor to alert them to this.

Obviously, we must insure proper price communication on Doral in stores through out this promotion. If when we contact stores and they have not placed their DSD kits we must insure placement. The piece most important is the Easel Card or for CTS's the Standee these items hold the entry forms also insure at least two of the other POS pieces from the kit are placed. In addition we also want to insure all Doral POS/PDI is fresh and current and if it is not we want to replace so insure you have these items on your van.

We are working a VAP display in conjunction with this promotion which will feature Doral in a promotional sleeve (at our current discounted price) and a \$.40 off two pack coupon for their next purchase of Doral. This may be a problem if the account does not accept coupons you need to contact the Category Advisor on this. We need to insure a good position for this display in the store. You will receive additional sleeves and coupons to place. Work with the Category Advisor on where to place these so we get the most out of our additional supplies.

Product Availability is also key and we want to focus in on our Box Styles. I have created a special order form for this promotion featuring the Doral Box Styles. We must rotate any of the old style graphics we will be returning this product in October.

The Retailer is also eligible to enter a sweepstakes and will receive an entry form in their DSD kit you will also receive a number of the Retailer entry forms in your kits. The important point on this form is that it requires the stores SIS# and either the Category Advisors or your name and signature for entry. All entries received without this information will be discarded. This insures that only retailers who participate in working this promotion are entered into the retailer sweepstakes.

As you can see we have addressed the 3P's with this promotional effort and it is important that we follow through for the success of this program.

If you have any questions on this promotion please do not hesitate to contact me.

Charlie
Charlie

51845 5463

Doral Price Check Jackpot

Please Order

Doral Full Flavor Box 85

Doral Full Flavor Box 100

Doral Light Box 85

Doral Light Box 100

Doral Full Flavor Men. Box 85

Doral Full Flavor 85

Doral Full Flavor 100

Doral Light 85

Doral Light 100

Doral Ultra Light 85

Doral Ultra Light 100

Doral Full Flavor Men. 85

Doral Full Flavor Men. 100

Doral Light Men. 85

Doral Light Men. 100

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